



U.S. CONSULATE GENERAL

PUBLIC AFFAIRS SECTION

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ARTICLE ROUND UP

MAY 2011

EDUCATION

1. **"Commercial Department Takes Greater Role in Promoting U.S. Higher Education Overseas"**

Karin Fischer, **Chronicle of Higher Education**, April 8, 2011, Vol. 57, Issue 31.

The article examines ways in which the U.S. Department of Commerce is coordinating educational and research partnerships with universities in Indonesia and Vietnam in an effort to promote American higher education abroad. It describes reasons the Commerce Department is using education as an aspect of trade, explores foreign student recruitment efforts by U.S. colleges, and analyzes the differences between this program and the one run by the U.S. State Department.

2. **"Sign up for Reading: Students Read Aloud to the Class"**

Beth Hurst, Kathleen B. Scales, Elizabeth Frecks, Kayla Lewish, **The Reading Teacher**, March 2011, p. 439(5)

Read to the class. This concept of reading performance gives students a reason to practice reading--and practice makes perfect. Or as Nichols, Rupley, and Rasinski (2009) contend, when students have practiced reading aloud with someone who has helped them and has modeled how to read with expression. "it is perfect practice that makes perfect performance."

3. **"Translation Studies"**

Anderson, Kristine J., **Translation Studies**", Feb. 2011, Vol, 48, No. 6, pp. 1027-1036

The author, a professor of library science at Purdue University, believes that, as an area of study, translation studies covers a vast and sprawling terrain. It is now populated by scholars who identify themselves with other disciplines, such as linguistics, anthropology, literature. In this essay, translation refers to the transfer of a statement or a text from one language to another, as distinguished from "translations" within the same language, for example, between professional jargons or between texts from different time periods, and from "translations" from one medium to another, such as works to film.

4. **"Replace your typical writing assignment: an argument for place-based writing"**

Jacobs, Elliot. **English Journal**, Jan. 2011, Vol.100(3), p.49(5)

Naturalist writers are required to use experience and observation as evidence for their claims. Because of this, place based writing is unapologetically personal. The possibilities of writing to testify become increasingly important in a place-based pedagogy, which necessarily begins in students' local places and moves outward.

5. **"Does Business School Research Add Economic Value for Students?"**
JONATHAN P.; DRNEVICH, PAUL L.; CROOK, T. RUSSELL; ARMSTRONG, CRAIG E..
Academy of Management Learning & Education, Dec. 2010, Vol. 9 Issue 4,
p638-651, 14p, 3 Charts, 2 Graphs

The scholarly research conducted by business school faculty has long been the subject of intense criticism for lacking relevance and value to practice. In contrast, we theorize that such research is relevant and valuable in that it contributes to what is arguably the most critical metric of relevance for business school students: the economic value they accrue from their education. We investigate this counterargument on a sample of 658 business schools over an 8-year period. We find that research adds significant value in that it can potentially enhance student salaries by up to \$24,000 per year. However, we also observe that "excessive" research activity can lead to diminishing or even negative returns for students, and a research focus solely on elite journals might rob students of the benefits of exposure to a broader array of new ideas.

6. **"Historical Perspectives on Literacy in Early Childhood"**
Van Kleeck, Anne ; Schuele, C. Melanie. **American Journal of Speech-Language Pathology**, 2010, Vol.19(4), p.341-355

To more fully understand current trends in preliteracy research, as well as controversies that continue to surround best teaching practices, it is essential to have an understanding of the historical evolution of ideas and practices relevant to preparing young children for learning to read. Method: Several interrelated historical movements relevant to placing current research and practices related to preliteracy development in context are reviewed. These ideas play out in the interrelated and changing ideas regarding the role of the family in children's literacy development, as well as in the appropriate curriculum for preschoolers. Both historical reviews and original documents pertinent to the various historical trends are used to provide the current synthesis.

7. **"Time to Change: Writing Instruction"**
Phi Delta Kappan; **Color Photograph**, Nov2010, Vol. 92 Issue 3, p6-6, 1p, 1

The article discusses writing instruction for college students and features analysis by Jeff Grabill, co-director of the Writing in Digital Environments Research Center at Michigan State University. Grabill comments on the need for writing instruction to employ the technologies that students use. The author discusses students' views on text messaging, email, and collaboration with classmates on writing assignments.

8. **"Supporting Content Learning for English Learners"**
Eurydice B. Bauer, Patrick C. Manyak, Crytal Cook, **The Reading Teacher**, 2010,
Vol. 63.

This article presents information and suggestions that should be relevant to classroom teachers. The suggestions involve the following areas: the difference between having language and content areas; the use of small-group work to

maximize student involvement; and the inclusion of beginning English speakers in the learning process. The authors cite a lesson on recycling to show how to present students with material that exposes them to more extensive content. The article explains the use of small-group instruction and how it can increase student involvement.

9. **"The recession and education: seize new opportunities!"**

Alan Haskvitz, **Education Digest**, Jan. 2011, Vol. 76, 5 pages.

The article discusses job employment prospects for educators and the effects financial recessions can have on the teaching profession. The author explains the possibility of teacher layoffs as school funding is reduced and examines a number of opportunities and changes this trend presents, including the hiring of teachers with greater qualifications, increased student enrollment in public schools as private schools become less affordable, and a greater reliance of educational technology, which is often more affordable and available than traditional support materials. Other possible benefits of weak economies on the teaching profession, such as improved retirement and pension packages and increased graduation rates among students, are also addressed.

10. **"For Business Majors, Easy Does it"**

David Glenn, **The Chronicle of Higher Education**, April 2011, Vol. 57, Issue 33

The article discusses business education at U.S. universities and examines reasons why statistics regarding the amount of time students spend studying and preparing for courses show that undergraduate business students are generally disengaged. It explores the problem solving and critical thinking skills that employers seek when hiring college graduates and describes the business education structure at schools such as Radford University, Ohio University, and the University of Virginia. Other topics include the book "Academically Adrift: Limited Learning on College Campuses" by Richard Arum and Josipa Roska, the Collegiate Learning Assessment (CLA) national standardized essay test, and specialized aspects of business education such as finance and accounting.

11. **"Business Students, What Have You Learned?"**

David Glenn. **The Chronicle of Higher Education**, 57.33, April 14, 2011

The scholarly research conducted by business school faculty has long been the subject of intense criticism for lacking relevance and value to practice. In contrast, we theorize that such research is relevant and valuable in that it contribute to what is arguably the most critical metric of relevance for business school students: the economic value they accrue from their education.

COMMUNICATION AND SOCIAL MEDIA

12. **"Voluntary Perils Ahead?"**

Quint, Barbara, Searcher, May 2011, Vol. 19, Issue 4, 2 pages.

The author reflects on the possible consequences to humanity if volunteering in the Internet ended. In his book, "The Theory of Moral Sentiments," Adam Smith discussed altruism, on people doing good things for other people. According to the

author, there are speculations that volunteers to Jimmy Wales' Wikipedia online encyclopedia are decreasing.

13. **"Professionalism in the Digital Age"**

Arash Mostaghimi and Bradley H. Crotty, **Annals of Internal Medicine**, April 19, 2011, Vol. 154.

The increased use of social media by physicians, combined with the ease of finding information online, can blur personal and work identities, posing new considerations for physician professionalism in the information age. A professional approach is imperative in this digital age in order to maintain confidentiality, honesty, and trust in the medical profession. Although the ability of physicians to use online social networks, blogs, and media sites for personal and professional reasons should be preserved, a proactive approach is recommended that includes actively managing one's online presence and making informed choices about disclosure. The development of a "dual-citizenship" approach to online social media that separates public and private personae would allow physicians to both leverage networks for professional connections and maintain privacy in other aspects. Although social media posts by physicians enable direct communication with readers, all posts should be considered public and special consideration for patient privacy is necessary.

14. **"High tech and high touch must be friends, not foes"**

CODRINGTON, GRAEME, **Computer Weekly**, 00104787, 3/15/2011, Issue 11

The promise of any form of communication technology, whether paper, the printing press or a PC, has always been to help people connect more effectively. On this measure, the IT explosion of the last two decades has been disappointing. We all know about the many capabilities represented by e-mail, social networking, videoconferencing and online collaboration tools, but in embracing a multiplicity of technologies have we in the process lost control of the information that is being passed around?

LIBRARY

15. **"A Simple Scheme for Book Classification Using Wikipedia"**

Yelton, Andromeda' **Information Technology & Libraries**, March 2011, Vol. 30

Because of the rate at which documents are being generated outstrips librarians' ability to catalog them, an accurate, automated scheme of subject classification is desirable. However, simplistic word-counting schemes miss many important concepts; librarians must enrich algorithms with background knowledge to escape basic problems such as polysemy and synonymy. The author has developed a script that uses Wikipedia as context for analyzing the subjects of nonfiction books. Though a simple method built quickly from freely available parts, it is partially successful, suggesting the promise of such an approach for future research.

16. **"10 Tips for Tracking Trends"**

By Doucett, Elisabeth, **American Libraries**, Jun/Jul 2010, Vol. 41, Issue 6/7

The article discusses the top ten ways that libraries can stay relevant to their users through strategies that incorporate societal trends. The author briefly relates her experience as a public library director, who spent a great deal of time searching out ways to keep her library relevant in today's fast-changing environment.

17. **"Library and the Mobile Revolution"**

Yvonne Krishnan, **Computers in Libraries**, Apr 2011, Vol. 31 Issue 3.

The article focuses on the role of libraries in adapting its services to the mobile phone market. Based on a report by Wireless Intelligence, there are over 5 million mobile phone subscribers worldwide in 2010, most of the people utilize phones for acquiring information. Libraries have provided mobile services through solutions including the Library in Your Pocket smartphone app from the National Library Board of Singapore, EBSCOhost Mobile from EBSCO Publishing, and the Digital Media Repository mobile from Ball State University.

18. **"Using Technology to Enhance a Library as Place"**

Marshall Breeding, **Computers in Libraries**, April 2011, 4 pages

The author explains the role of technology in improving the library infrastructure. He tells that libraries can improve customer experience through offering technology services including computer access for sending essential documents and job application, self-service circulation and wireless fidelity services. Libraries can also reveal traditional book collections through light-emitting diode lighting systems, which is demonstrated by the Technical University of Delft library in Delft, the Netherlands.

GLOBAL ISSUES AND PUBLIC HEALTH

19. **"Social Work Education and Global Issues; Implications for Social Work and Practice"**

EDWARDS, BEVERLY L.. **Education**, Spring2011, Vol. 131 Issue 3, p580-586, 7 pages.

If social workers are to become more effectively involved in international organizations and global issues, the international dimension of social work education must be strengthened. Educational programs for social workers around the world give only limited attention to social issues that extend beyond national boundaries. Schools of social work have some international content but it is focused on cross-national policy and program comparisons rather than global issues and practice roles. This paper provides a perspective on social work education and global issues and explores the global issues facing social work practice in the 21st century and beyond. In addition, this paper explores the need for both education and exchange in social work practice.

20. **"Seconds before the Big One"**

Richard Allen. **Scientific American**, April 2011, 6 pages.

The author, a professor of geophysics and associate director of the seismological laboratory at the University of California, discusses earthquake detection systems that can detect the earliest stages of an earthquake and sound an alarm to warn people of the danger.

21. **"From Good Intentions to Proven Interventions: Effectiveness of Actions to Reduce the Health Impacts of Air Pollution"**

Giles, Luisa V.; Barn, Prabjit; Künzli, Nino; Romieu, Isabelle; Mittleman, Murray A.; van Eeden, Stephan; Allen, Ryan; Carlsten, Chris; Stieb, Dave; Noonan, Curtis; Smargiassi, Audrey; Kaufman, Joel D.; Hajat, Shakoor; Kosatsky, Tom; Brauer, Michael. **Environmental Health Perspectives**, Jan2011, Vol. 119 Issue 1, p29-36, 8p; DOI: 10.1289/ehp.1002246

Associations between air pollution and a multitude of health effects are now well established. Given ubiquitous exposure to some level of air pollution. An international multidisciplinary workshop was convened to discuss evidence of the effectiveness of actions to reduce health impacts of air pollution at both the community and individual level. The overall aim was to summarize current knowledge regarding air pollution exposure and health impacts leading to public health recommendations.

22. **"World Hunger and Food Shortage are Pressing Global Issues"**
Vision Media, **Business Wire (English)** 5/24/2011

In an article for the quarterly journal Vision titled "What Shall We Eat and Drink ?" publisher and international relations scholar David Hulme discusses the global issues of world hunger and water security. Slicing through the Gordian Knot of current events and politics, Hulme explores the complex factors relating to food shortages and the building water crisis.

BUSINESS

23. **"License! Global Issues 2011 Top 125 Global Licensors"**
PR Newswire. **NY-Advanstar-Licensors** PR Newswire US, 05/18/2011

NEW YORK, May 18, 2011 /PRNewswire/ -- License! Global, the premier publication for brand extensions and retail intelligence, and the official publication for Licensing International Expo, the World's brand and Property Marketplace, today announced its annual list of Top 125 Global Licensors. This exclusive list ranks and analyzes the world's largest brands and licensing companies by total revenue of licensed products sold at retail.

24. **"Public Policy, Human Instincts, and Economic Growth"**
WIGHT, JONATHAN B.. **Independent Review**, Winter2011, Vol. 15 Issue 3, p351-365, 15p.

The article presents an analysis of the impact which human instincts and social behaviors can have on the success or failure of economic policies. The example is cited of Botswana and Zambia.

25. **"An Important Lesson for Business"**
Celia C. Ayala, **Los Angeles Business Journal**, March 21, 2011, 2pages.

Preparing tomorrow's work force requires putting kids on the right path at the preschool stage. As Los Angeles slowly climbs out of a recession that has taken a heavy toll on businesses, it will only be natural that the demand for a well-educated, skilled and high-performing work force will gradually increase.